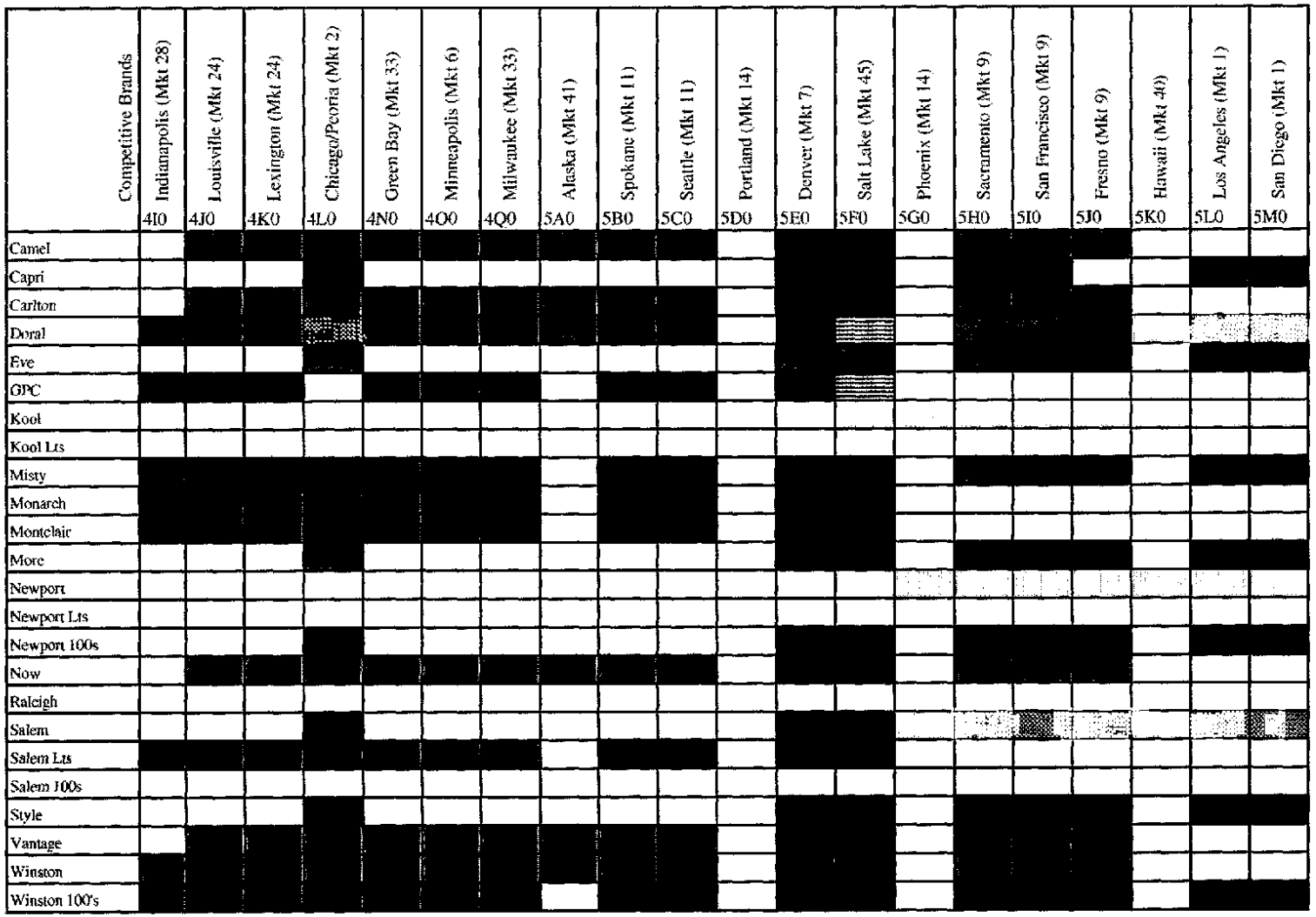
OPB & CAMBRIDGE: 97:12 THROUGH 98:01 CATALINA COMPETITIVE TRIGGERING BY PHILIP MORRIS MARKET



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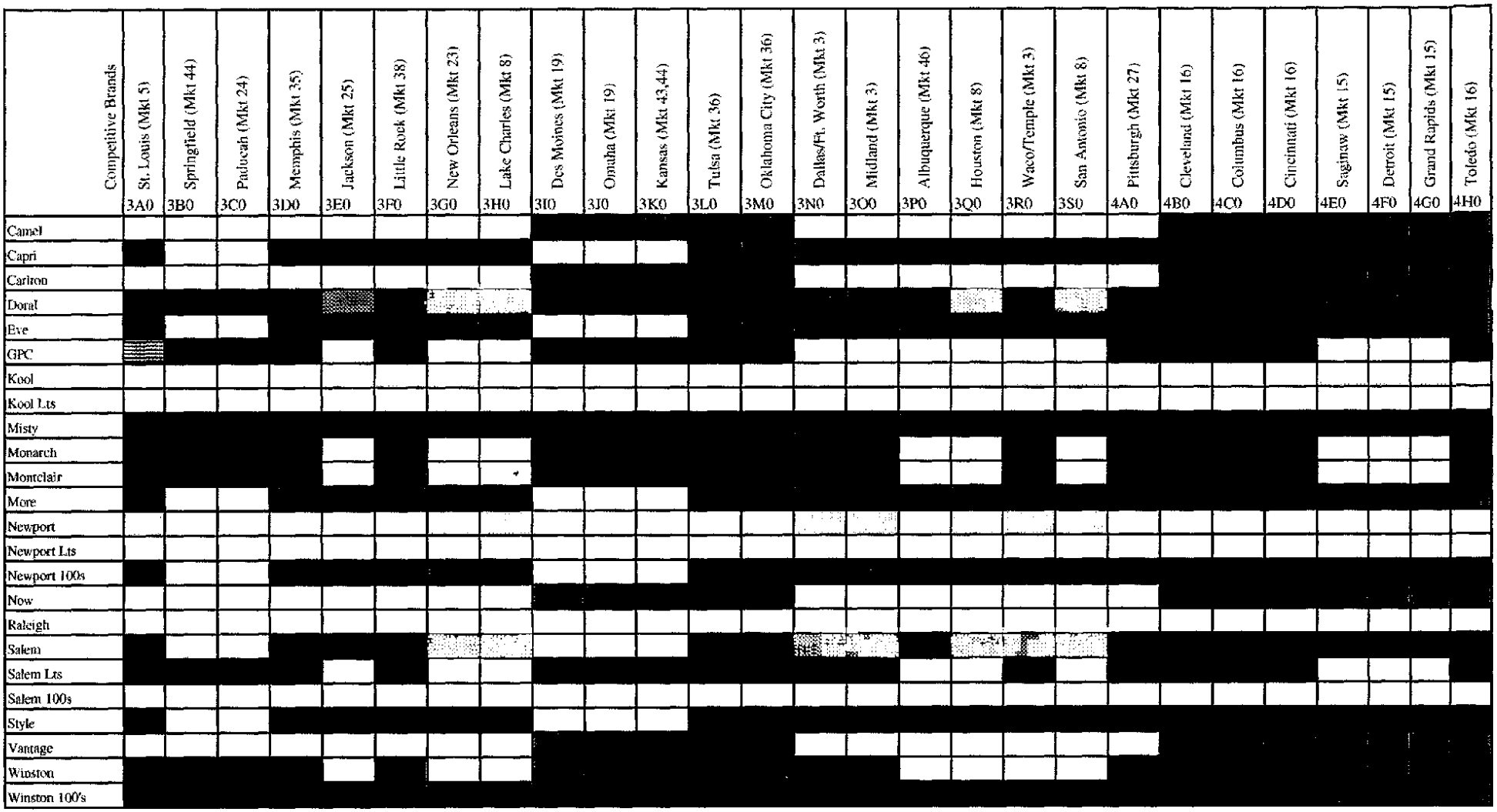
Source: https://www.industrydocuments.ucsf.edu/docs/pjym0004

OPB & CAMBRIDGE: 97:12 THROUGH 98:01 CATALINA COMPETITIVE TRIGGERING BY PHILIP MORRIS MARKET



- Virginia Slims
- Merit
- Parliament
- Cambridge
- Benson & Hedges
- V. Slims & Merit
- Cambridge & Merit
- V. Slims & B&H
- Benson & Hedges & Cambridge (B&H packs, alt cartons, Cambridge alt cartons) - St. Louis & Salt Lake Only
- Parliament & Merit (Parl- only Win Lt)
- V. Slims & Cambridge (VS - pks, Cam - ctns)
- Cambridge & Merit (Mrt - pks, Cam - ctns)
- B&H, Virginia Slims,Cambridge (B&H alt pks /w/ VS, B&H alt ctn /w/ Cam) - St. Louis Only
- Virginia Slims & Parliament (Parliament - Slm 100s only, VS all other)

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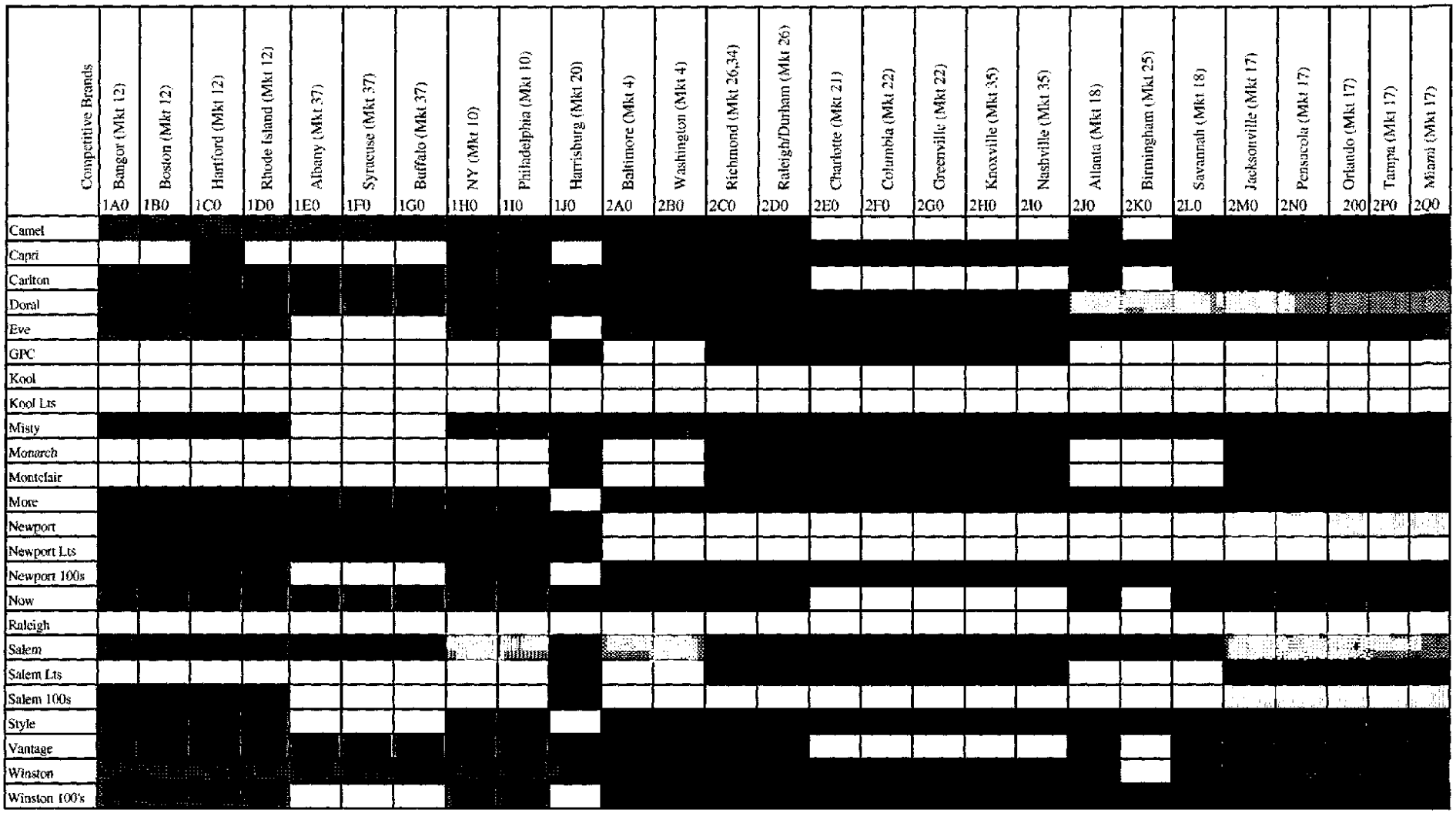
Grid1016.xls

Source: https://www.industrydocuments.ucsf.edu/docs/pjym0004

OPB & CAMBRIDGE: 97:12 THROUGH 98:01 CATALINA COMPETITIVE TRIGGERING BY PHILIP MORRIS MARKET



Virginia Slims

Cambridge & Merit

Merit

V. Slims & B&H

Benson & Hedges & Parliament (Parliament - Slm 100s + King Box, B&H all other) - NY/Philly Only

Parliament

Cambridge

Parliament & Merit (Parl- only Win Lt)

Benson & Hedges

V. Slims & Cambridge (VS - pks, Cam - ctns)

Virginia Slims & Parliament (Parliament - Slm 100s + King Box, VS all other)

V. Slims & Merit

Cambridge & Merit (Mrt - pks, Cam - ctns)

74 total
56 VS

40/74 R2,3,4 54%

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Source: https://www.industrydocuments.ucsf.edu/docs/pjym0004